GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:3248
ANSWERED ON:05.08.2016
Merging of Media Units
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Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Government proposes to establish the Directorate of Field Publicity (DFP) for creating a strong and effective rural communication platform by merging various media units under one umbrella unit;

(b) if so, the details and features thereof;

(c) whether this merger would likely to help the Government in more effective rural outreach through a mix of new technology and traditional techniques; and

(d) If so, the details thereof?

Answer

MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (COL. RAJYAVARDHAN RATHORE (Retd.))

(a) & (b): In order to ensure focused integrated communication at the grass root level, the activities of a few Media Units, operating at field level, have been converged through the functional integration of Directorate of Field Publicity (DFP), Song & Drama Division (S&DD) and Exhibition Wing of Directorate of Advertising & Visual Publicity (DAVP). As a result of this functional integration, DFP, in addition to its existing activities, shall be responsible for conducting Public Information Campaigns (PICs) and Principal Director General, Directorate of Field Publicity (DFP) shall also be responsible for supervising the activities of Song & Drama Division (S&DD) and Exhibition Wing of Directorate of Advertising & Visual Publicity (DAVP).

(c) & (d): Due to the functional integration of Song & Drama Division (S&DD), Public Information Campaign (PIC) activities of Press Information Bureau (PIB) and Exhibition Wing of Directorate of Advertising & Visual Publicity (DAVP) with Directorate of Field Publicity (DFP), the working of all these units would be synergized and a more cohesive messaging to the people would emerge. Further, this merger would minimize the overlapping of activities which would result in a more effective and focused rural outreach.
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